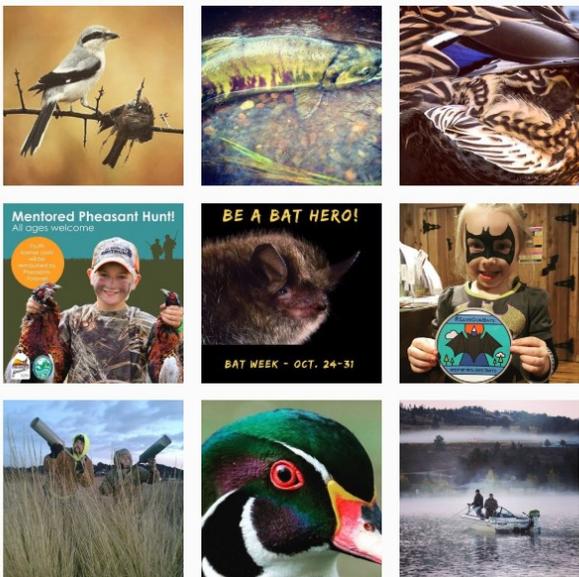


# Yes, we have YouTube!



## WDFW social media overview

**Washington State DFW**  
@WDFW

The Washington Department of Fish and Wildlife (WDFW) is dedicated to preserving, protecting and perpetuating the state's fish and wildlife resources.

 Olympia, WA USA

 [wdfw.wa.gov](http://wdfw.wa.gov)

 Joined May 2009

 242 Photos and videos



**New to Twitter?**

# Why social media?

*We communicate:*

## Opportunity

- DISCUSS our products, public service and value;

## Identity

- DEMONSTRATE that we identify with people, their needs and their values;

## Service

- ENGAGE with people to reduce barriers to support and participation

The collage features three overlapping social media posts from the Washington Department of Fish & Wildlife (@thewdfw). The top post, dated October 29, shows three people in a field and has 7,856 reactions. The middle post, dated November 26, features a woman holding a large rainbow trout and has 11,269 reactions. The bottom post, dated November 14, shows a woman in camouflage gear and has 305 likes. Each post includes engagement metrics such as likes, comments, and shares, along with a 'Like Page' button.

**Washington Department of Fish & Wildlife**  
Published by Jason Wettstein [?] · October 29 · 🌐

Volunteer and partner profile: Learn how more than 40 "Pateros Strong" Okanogan Boy Scouts and the Omak Future Farmers of America (among other) volunteers are installing 14,000 fence markers to conserve sharp-tailed grouse: <https://empire-press.com/.../iris-project-makes-tunk-valley-.../> Okanogan Conservation District

Performance  
7,856 People Reached  
74 Reactions, Comments  
65 Like  
3 Love

**Washington Department of Fish & Wildlife**  
Published by Jason Wettstein [?] · November 26 at 3:46 PM · 🌐

Three great Eastside lakes, lots of fishing opportunity... Fourth of July Lake in Lincoln and Adams Counties is open and is going to stay open until March 31 for large rainbow trout, many 16 to 22 inches long. Hog Canyon Lake in Spokane County is also bringing good numbers of rainbows in the 12-13 inch range, and is also open through March 31.... See More

11,269 People Reached  
171 Reactions  
110 Like  
5 Love  
7 Wow  
23 Comments  
26 Shares  
632 Post Clicks  
81 Photo Views  
NEGATIVE FEEDBACK  
9 Hide Post  
0 Report as Spam  
Reported stats

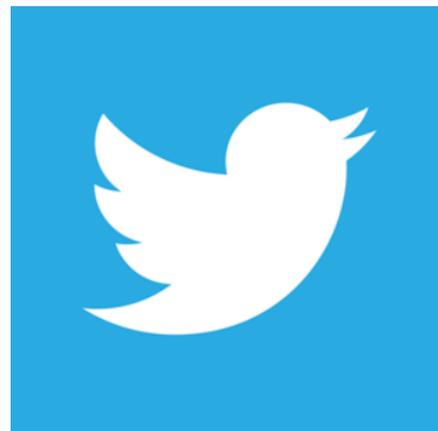
**thewdfw**  
@archeryhunternv (Rachel Voss)! Another #waterfowl stc sharing. Rachel! "My smile says it years of hunting, I finally got my Wood Duck! Toppenish wildlife refuge one of my favorite places to water hunt. Besides the array of blinds, offers a well maintained blind for with disabilities. One of the best about Toppenish is that many users share the beautiful refuge. From bird watchers, everyone is out there enjoying the resource and respecting another." #wildwashington

305 likes  
NOVEMBER 14  
Add a comment...

Get More Likes, Comments and Shares  
Boost this post for \$200 to reach up to 78,000 people.

# Social media – audience choices

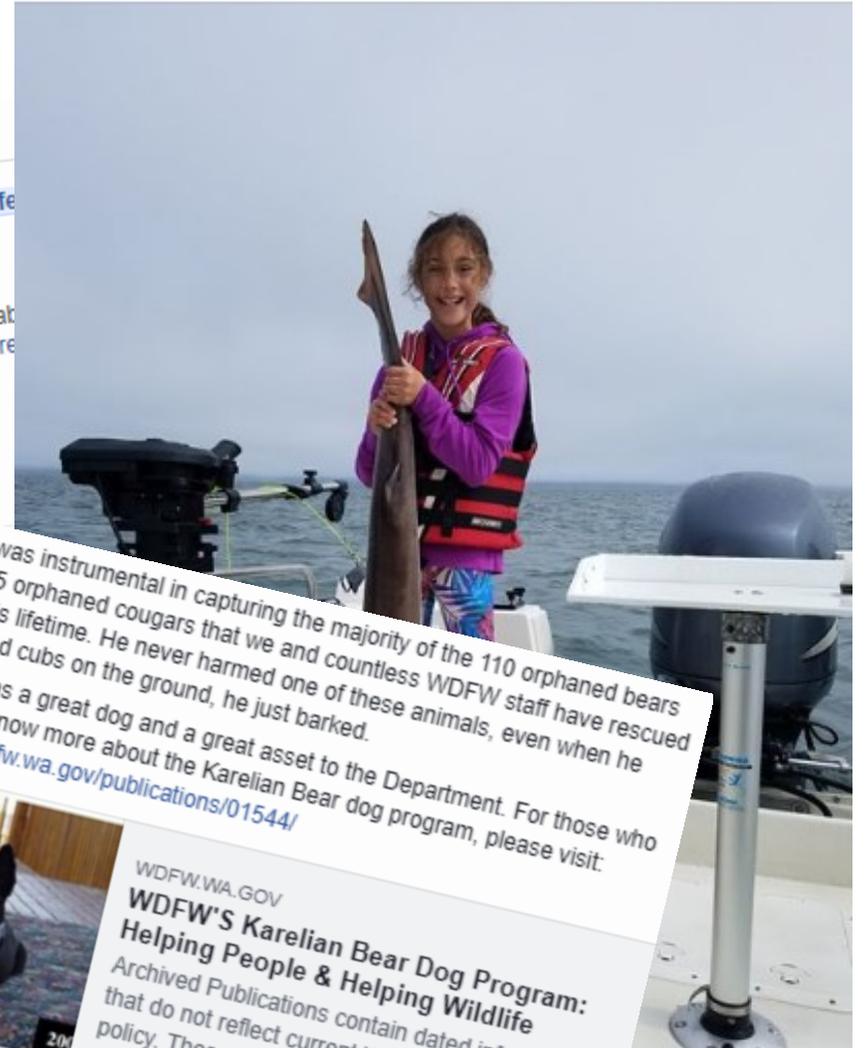
- **Facebook** – 2.27 billion users
- **Instagram** – appeals to younger crowd, teens to millennials
- **Twitter** – this is used actively by journalists, activists, and politicians
- **YouTube** – the first stop for people who want to know how to do something, heavily used by millennials, and all of us.



# Everyday benefits

- **We make friends:** we identify with people/recognize partners.
  - Partner highlights - Thank you to hunters, anglers and others who act for conservation.
  - Record fish stories – celebrate sportspeople.
  - CCA King of the Reach
- **We dispel the bureaucrat image:** we humanize this agency
  - KBD and people features
  - Facebook Live/Get Hooked Foundation,
  - NHFD – we are there, we care about you.

Tolen's advice to new anglers is to just give it a try. "If you can hold a pole, you can fish," she said.



**Public Posts**

**Washington Department of Fish & Wildlife**  
September 18 at 8:18 AM · 🌐

...The aim: a 'wood fiesta' in streams and on the floodplain of Yakima River tributaries to improve habitat for native fish species – an effort that is... See More

**Yakima Basin "Wood Fiesta" | Yakama Nation Fisheries**  
yakamafish-nsn.gov

👍 Rhiannon Archerelle, Elodio Perez and 17 others

**Washington State Department of Fish & Wildlife**  
November 2 at 7:38 AM · 🌐

...Mid-Columbia Fisheries Enhancement Project  
Washington Department of Fish & Wildlife  
Forest Service. Private landowner

**Wood Fiesta project delivers helicopter for stream restoration**  
www.dailyrecordnews.com

👍 Paulette Wood Thompson

• He was instrumental in capturing the majority of the 110 orphaned bears and 65 orphaned cougars that we and countless WDFW staff have rescued over his lifetime. He never harmed one of these animals, even when he captured cubs on the ground, he just barked.

Cash was a great dog and a great asset to the Department. For those who want to know more about the Karelian Bear dog program, please visit:  
<https://wdfw.wa.gov/publications/01544/>

**WDFW.WA.GOV**  
**WDFW'S Karelian Bear Dog Program: Helping People & Helping Wildlife**  
Archived Publications contain dated information that do not reflect current WDFW regulations or policy. These documents are provided for...

**17,789**  
People Reached

**1,608**  
Engagements

**Boost Post**

# Everyday benefits

- **We fuel marketing and sales: we bring the audience.**
  - Razor clamming (120K audiences recently achieved with a single post among many)
  - #WaterfowlWednesdays to promote waterfowl hunting and watching Oct 2018 – Jan 2019
  - #BassWeek to promote bass fishing in summer 2018
  - #watroutderby promotions for the annual trout fishing derby -- we drove the audience
  - Black Friday fishing (30-50K audiences typical)

The collage features several elements:

- Facebook Post 1 (Top):** From the Washington Department of Fish & Wildlife, published by Jason Wettstein on October 4. The text reads: "Here it is. First razor clam dig of the season. Happy digging!" and includes a link to <https://wdfw.wa.gov/news/oct0418c/>. The post has 119,244 people reached, 4,063 reactions (2,446 likes and 180 loves), and a performance metric of 28,734 people reached.
- Facebook Post 2 (Middle):** Also from the Washington Department of Fish & Wildlife, published by Jason Wettstein on November 9 at 8:24 AM. The text reads: "Fish Black Friday, Nov. 23, for big rainbow trout" and "WDFW is offering anglers opportunities for tight lines rather than long lines on the day after Thanksgiving. The 'holiday specials' include thousands of large trout averaging 15 to 16 inches in length and weighing up to three pounds." It includes a link to <https://wdfw.wa.gov/news/nov0818b/>. The post has 894 reactions (612 likes, 73 loves, 2 hahas, and 1 wow), 94 comments, 113 shares, 1,990 post clicks, and 171 photo views.
- Close-up of Razor Clams:** A detailed view of several razor clams, showing their characteristic ridges and gills.
- Boy with Trout:** A young boy in a blue shirt is smiling while holding a large rainbow trout in a blue boat on a lake.
- Promotional Graphic (Bottom):** A green and white graphic for "Washington WATER" celebrating waterfowl from Oct. 1, 2018, to Jan. 23, 2019. It features an illustration of a waterfowl and a button that says "Purchase License".

# Local, useful content

- Local and useful content helps broaden our audience for free.
  - Pheasant release video
  - Port Townsend deer rescue video - 20K
  - [Lands showcase highlights](#)
  - YouTube how-tos.
- **Takeaway: We rely on regions and regional staff and the public.**

**Washington Department of Fish & Wildlife**  
Published by Jason Wettstein [?] · November 9 at 1:51 PM · 🌐

WDFW is releasing hundreds of pheasants at locations around Grant County, including Lower Crab Creek, Quincy Lakes, Banks Lake (Dry Falls) and Steamboat. Pheasant hunting is a great way to introduce a new person to the sport.

There will be one more release at most eastern Washington pheasant release sites before the end of November. All pheasant release efforts in Eastern Washington are supported by hunter purchases of small game licenses.

To learn more about our Eastern Washington Pheasant Enhancement Program, please visit: <https://wdfw.wa.gov/hunting/pheasant/eastern/>

**Washington Department of Fish & Wildlife**  
Published by Jason Wettstein [?] · October 19 · 🌐

We just heard the all clear on razor clam digging for Oct. 25-28. And if their history is any guide, the Dibble family is prepping to dig some clams. No matter what you may think, we do not believe those clam guns are loaded with clam shells.

In all seriousness, members of this family are committed clam diggers -- sixth generation Washingtonians that enjoy razor clam digging. We are wishing you all luck in your outdoor family traditions on the next dig -- again scheduled for Oct. 25-28. <https://wdfw.wa.gov/news/oct1918a/>

WDFW.WA.GOV  
**WDFW approves four-day razor clam dig beginning Oct. 25 | WDFW News Release**

69,825  
1,453 Reactions  
760 Likes  
42 Love  
58 Haha  
12 Wow  
1 Sad  
268 Comments  
313 Shares  
5,156 Posts  
0 Photo Views

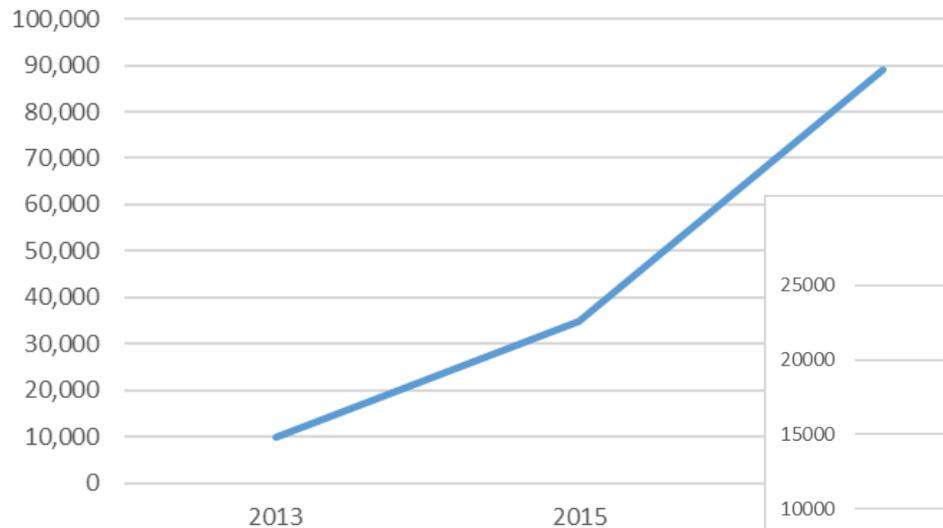
575 Clicks to Play  
6,609

NEGATIVE EFFERAC

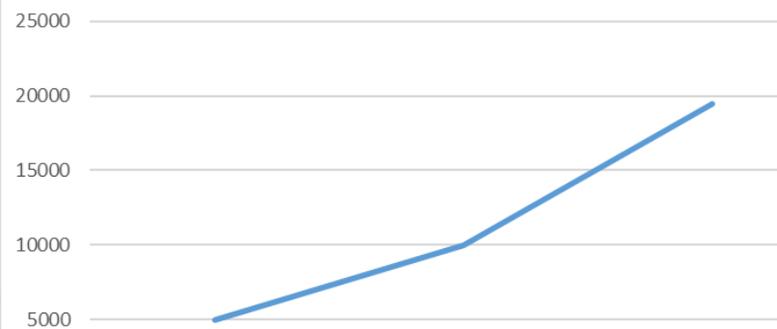
# It's working

	Facebook	Twitter	Instagram
2013	>10,000	5,000	Not present
2015	35,000	10,000	500
2017	89,000	19,500	4,500
Today	94,000	21,000	7,000

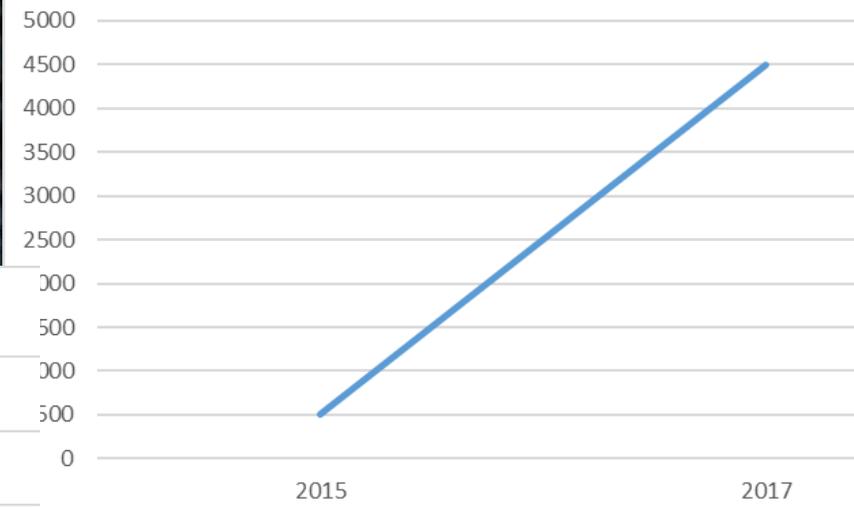
Facebook follower growth 2013-17



Twitter follower growth 2013-17

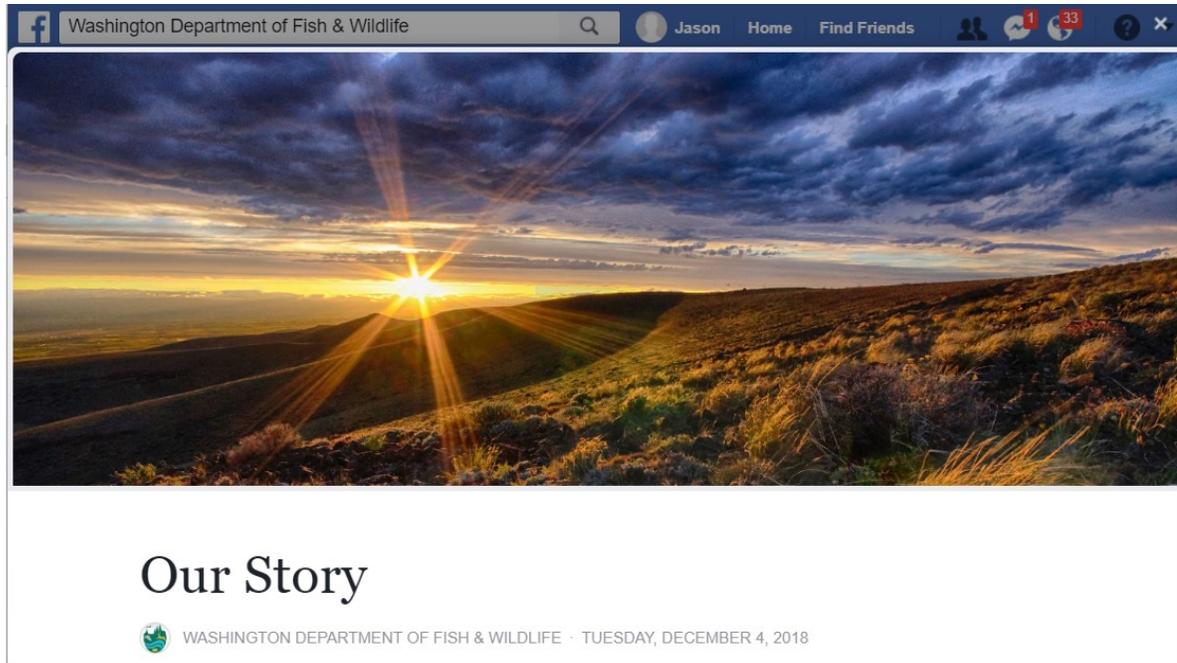


Instagram follower growth 2015-17



# Drilling down on Facebook audiences

(main Facebook page, state and regional comparisons)



We are a heavy hitter in  
Facebook . . .

## Sister agencies:

- WDFW 94,000
- Parks 84,000
- WA-DNR 21,000
- Ecology 13,500

## Fish and Wildlife agencies:

- ODFW 108,000  
(with more investment)
- CDFW 53,000
- IDFG 15,000

# YouTube stats. . .

- A constant source: WDFW YouTube. (2.6 million views over 12 years).
- 470,000 views of our video over 365 days
- YouTube is a top sources of info for Millennials (and for all of us.)
- Some how-to videos have 10s of thousands of views.
  - Walleye: 284K
  - Trout: 90K
  - Pink salmon: 74K
  - Bass: 60K
  - Razor clam 60K
  - Catfish: 40K



The screenshot shows the YouTube interface. At the top, there is a search bar with the text "Search". Below the search bar are navigation tabs for "HOME", "VIDEOS", and "PLAYLISTS". The main video player displays a video with the title "DO COOL STUFF OUTDOORS?" overlaid on a close-up of a fish. The video progress bar shows the video is at 0:06 out of 0:39. Below the video player, there is a playlist titled "Fish Washington" with a "PLAY ALL" button. Two video thumbnails are visible: the first shows a man in a white shirt and green cap holding a fish, with a duration of 7:01; the second shows a fish jumping out of the water, with a duration of 10:00.

# La Follette School for Public Affairs

## 17 states social media benchmark

- WDFW in top third (5<sup>th</sup> out of 17) for Facebook follower numbers
- WDFW third highest number of Twitter followers
- WDFW was second highest in group of 17 for YouTube.
- Take-away: We compare very favorably in terms of social media audiences. . .



Prepared for the Washington  
Department of Fish and Wildlife

Prepared by Mikhaila Calice,  
Rachel Ramthun, and Dan Spika

Supervised by Dr. Don Moynihan  
La Follette School of Public Affairs  
University of Wisconsin-Madison



May 2018

Arkansas  
Arizona  
California  
Idaho  
Louisiana  
Missouri  
Nebraska  
Nevada  
New Hampshire  
New Jersey  
New Mexico  
North Carolina  
North Dakota  
Oregon  
South Dakota  
Virginia  
Washington  
Wyoming

# The mysterious Facebook algorithm

- Facebook uses a variety of algorithms to place content into people's news feeds.
- January 2018 News Feed algorithm change to prioritize content from “friends, family, and groups” (meaningful interactions)

**News Feed Visibility =**

**Interest x Post x Creator x Type x Recency**

*(+ 100,000 other personalized factors)*



“ The goal of News Feed is to show you the stories that matter most to you. ”

–Facebook

# 1. Produce quality content to spark conversations

**Washington Department of Fish & Wildlife**  
Published by Rachel Blomker [?] · December 4 at 7:27 AM · 🌐

December is a great time to jig for squid in Puget Sound!

Squid fishing is a fun group activity that is easy to learn and doesn't require a boat. Squid can be prepared in a variety of different (and delicious) ways, including sauteed, simmered, stir-fried, baked, or pickled.

Squid is also a healthy-conscious choice as it's lower in fat and calories than many other protein sources!

Looking for a place to go? Good spots include the Elliott Bay Pier in Seattle, Point Defiance Marina in Tacoma, and the Edmonds Pier.

Learn how to fish for squid and how to clean/prepare them on our website at <https://wdfw.wa.gov/fishing/shellfish/squid/>

#Locavore #CatchYourDinner #FishWashington



- Jay Callarman** Jed Callarman, you should check this out!  
Like · Reply · Message · 2d
- Chris Blood** George Felipe Nunes  
Like · Reply · Message · 2d
- Lan Huynh** Jin Yun  
Like · Reply · Message · 2d
- Garret Fay** Kenya Fay let's go  
Like · Reply · Message · 2d
- Kenya Fay** Dude I'm down  
Like · Reply · Message · 2d
- Joe Melnyk** Zachary Bales  
Like · Reply · Message · 1d
- Zachary Bales** We need to do this  
Like · Reply · Message · 1d
- Joe Melnyk** Zachary Bales Yes! I know where we can go too!  
Like · Reply · Message · 1d
- Zachary Bales** Joe Melnyk awesome. I am working this weekend I think but the next one I'm not plus I have break soon. We will definitely find time  
Like · Reply · Message · 1d
- Joe Melnyk** Zachary Bales Yes we do!  
Like · Reply · Message · 1d



**mjbergmann12** Okay these look bomb. 😞 Maybe you and Miles should start hunting duck. 👍 @kodybrown1987

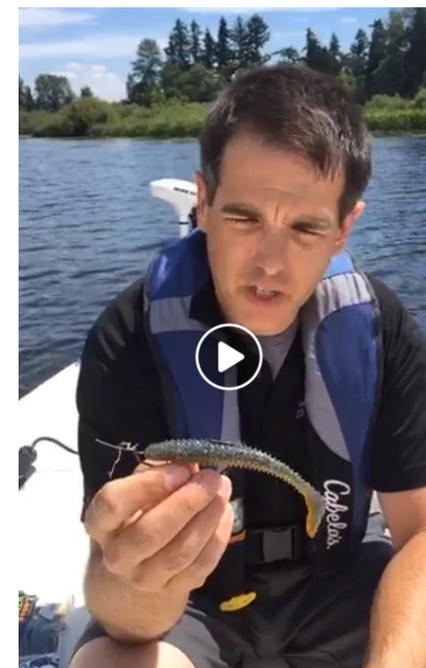
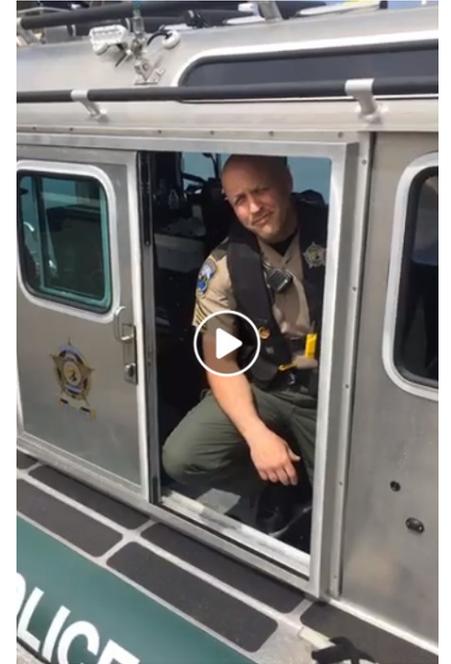
**trapp\_01** @kodireynolds

**csowles3** @heidireneee

## 2. Utilize videos to spark discussion

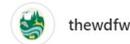
### Facebook Live

- Event promotion (NHFD, sports shows)
- Coordination with Marketing Campaigns (Bass Week, Trout Derby)
- Joint Live videos with ODFW, USFWS, DNR, WA State Parks
- Awareness (White-nose syndrome, Boater Safety)



# 3. Connect with social media influencers

- Use public-submitted photos
- Video contest
- Share Your Adventure
  - Waterfowl Story



thewdfw Thanks to @pklos44 for sharing his #waterfowl story with us! 🦆🦆 "Duck hunting has always been a big part of my life. From making the trip from Poulsbo to Moses Lake at ungodly hours to calling in ducks with my dad, hunting ducks will always be my favorite thing to do! That marsh smell and setting up the decoys just right is like nothing else. Sadly, most people my age don't hunt so I have to go with the older crowd. I'm trying to teach my friends this amazing hobby so maybe one day I'll make a lifetime hunting partner my age! Can't wait for more days like this one this season." #wildwashington #waterfowlwednesdays #washingtonwaterfowl #huntwashington #huntwa #duckhunting

View all 13 comments



195 likes

NOVEMBER 7



gethookedfoundation • Following

gethookedfoundation #gethookedfishing #gethookedfoundation #ghf #GetHooked #washingtondepartmentoffishandwildlife #metrotacoma #wapatolake #tacoma #seattle #fishtacoma #kids #families #community #stockingfish #fishing #volunteering

artic\_tern You have some great shots in your gallery! I mean I liked them 😊

david.marcoux Great job introducing the youth to the outdoors!



SPOKANE  
John & Louie Fish Northeast Washington

[John & Louie Fish NE WA](#)

# 4. Target users via Boost Posts & Paid Ads

 **Washington Department of Fish & Wildlife** ...  
Sponsored · 🌐

Trade the shopping line for fishing line this year! We've stocked over 146,000 rainbow trout in 17 lakes around the state just for you. For a list of stocked lakes, visit <https://bit.ly/2DwUsta>.  
#BlackFridayFishing



   76      21 Comments   20 Shares

 Like    Comment    Share

 **Washington Department of Fish & Wildlife** ...  
Sponsored · 🌐

No dog? No boat? No problem!  
Get your must-have checklist and 3 tips to be a minimalist waterfowl hunter this season.  
#WashingtonWaterfowl



WDFW.WA.GOV  
**Learn how to be a minimalist waterfowler!**      [LEARN MORE](#)

  12      1 Comment   2 Shares

 Like    Comment    Share

 **Washington Department of Fish & Wildlife** ...  
Sponsored · 🌐

Does preparing duck for dinner seem a little daunting? We've got you covered.  
#WashingtonWaterfowl



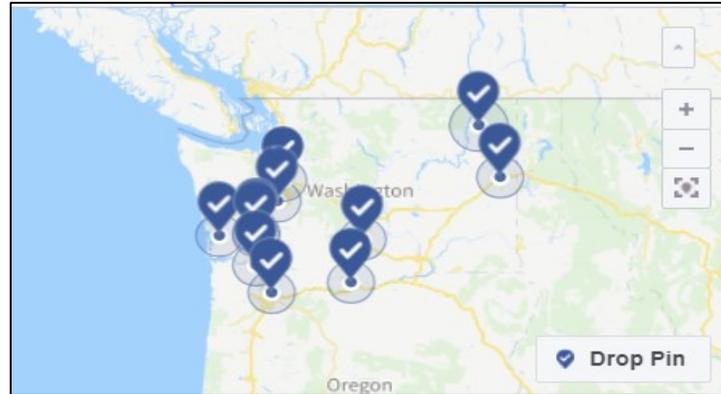
WDFW.WA.GOV  
**How to clean and prepare waterfowl**      [LEARN MORE](#)

 25      2 Comments   5 Shares

 Like    Comment    Share

# How we target

- Location
- Age
- Gender
- Language
- Interests
- Preferred social media platform



### Audience Definition

Your audience is defined.

Potential Reach: 2,700,000 people ⓘ

The 'Audience Definition' section features a gauge with a needle pointing towards the 'Specific' end of a spectrum between 'Specific' and 'Broad'. The gauge is currently positioned approximately 75% towards 'Specific'. Below the gauge, the text 'Your audience is defined.' is displayed. At the bottom, it shows 'Potential Reach: 2,700,000 people' with an information icon.

### SAVED AUDIENCE: Fish WA License Gift ▾

#### AUDIENCE DETAILS

Location:	United States: Astoria (+25 mi), The Dalles (+25 mi) Oregon; Aberdeen (+25 mi), Bellingham (+25 mi), Brinnon (+25 mi), Burlington (+25 mi), Everett (+25 mi), Kennewick (+25 mi), Longview (+25 mi), Olympia (+25 mi), Port Angeles (+25 mi), Port Townsend (+25 mi), Seattle (+25 mi), Vancouver (+25 mi) Washington
Age:	18 - 65+
People Who Match:	Interests: Fishing, Outdoor recreation, Clam, Crab, Bass (fish), Shellfish, Salmon or Trout

[Edit](#)

The 'SAVED AUDIENCE' section displays the name of the audience and a dropdown arrow. Below it, the 'AUDIENCE DETAILS' section is presented in a table format. The 'Location' row lists various cities in Washington and Oregon with a 25-mile radius. The 'Age' row shows the range '18 - 65+'. The 'People Who Match' row lists interests related to fishing and outdoor recreation. An 'Edit' button is located at the bottom of the details section.



# Washington Department of Fish & Wildlife

Sponsored · 🌐

Get your clam guns or shovels ready for another four-day razor clam opening! The upcoming dig is approved on the following beaches, dates, and evening low tides:

\* Dec. 6, Thursday, 6:01 p.m.; -0.7 feet; Twin...  
[More](#)



Washington Department of Fish & Wildlife

Government Organization

[Learn More](#)

👍❤️😱 502    29 Comments    162 Shares

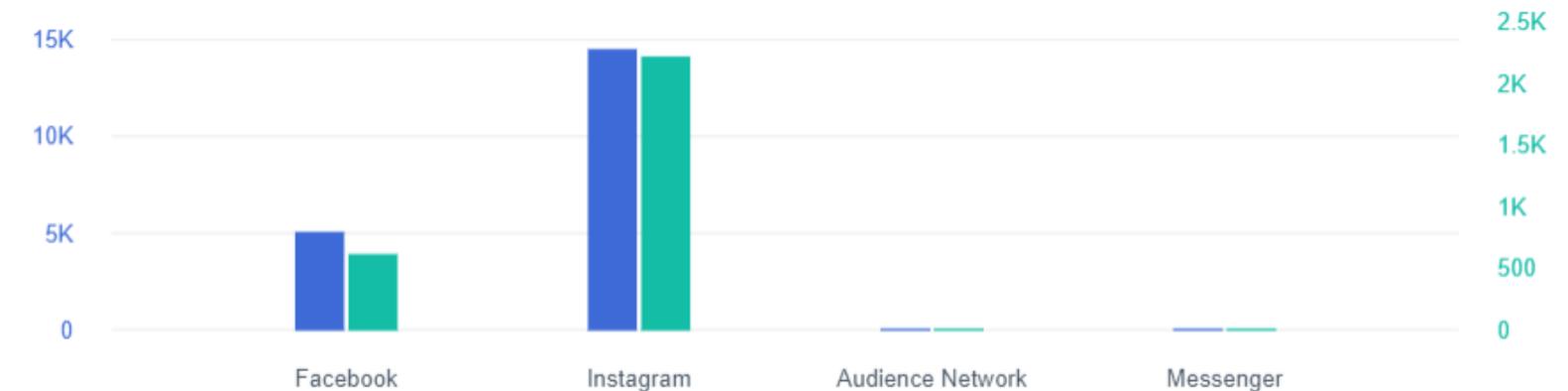
Performance    **Demographics**    Placement

2,853 Results: Post Engagements    19,194 Reach



Performance    Demographics    **Placement**

19,194 Reach    2,853 Results: Post Engagements    \$200.00 Amount Spent





# Washington Department of Fish & Wildlife

Sponsored · 🌐

Fish everything with our NEW 'Fish Washington' license!

...Freshwater & saltwater, shellfish & seaweed, razor clam, two-pole endorsement, Puget Sound crab, Columbia River salmon and steelhead endorsements...

ALL IN ONE!



FISHHUNT.DFW.WA.GOV

Buy your 2018-19 Fish Washington license today!

LEARN MORE

👍❤️😄 1.1K 528 Comments 389 Shares

👍 Like    💬 Comment    ➦ Share

📊 Performance

**👤 Demographics**

📍 Placement

7,667 Results: **Link Clicks** ▾ 111,743 **Reach** ▾



All Women

18% ( 1,382 )

22% ( 24,032 )

\$0.15

Cost per Result

Age

13-17

18-24

25-34

35-44

45-54

55-64

65+



All Men

81% ( 6,234 )

78% ( 87,103 )

\$0.13

Cost per Result

Detailed Targeting **INCLUDE** people who match at least ONE of the following ⓘ



Interests > Additional Interests > Shellfish

Shellfish

Interests > Sports and outdoors > Outdoor recreation

Boating

Fishing

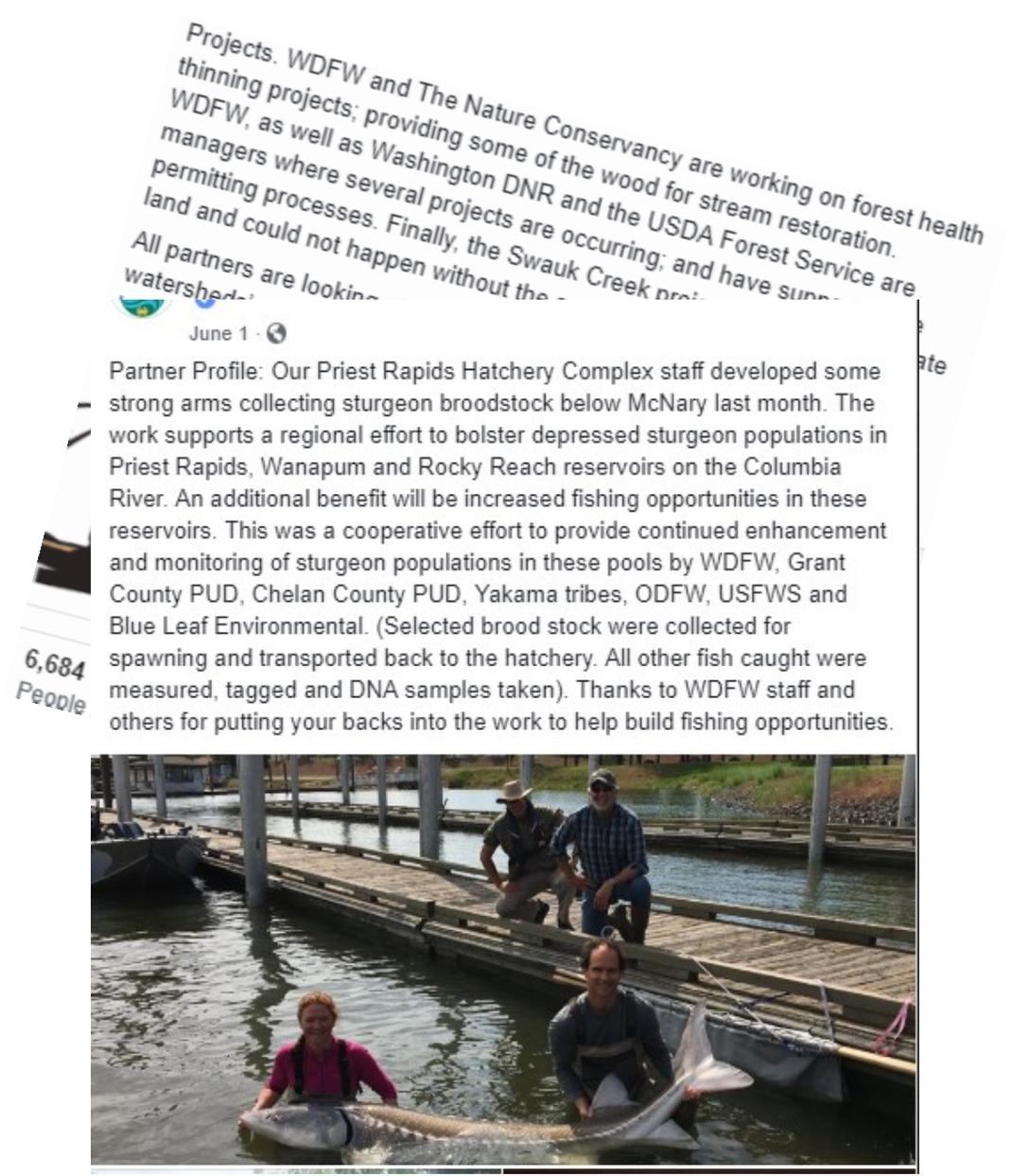
Add demographics, interests or behaviors

Suggestions

Browse

# What's up next

- Amplify collaboration with sister agencies, USFWS, Tribes, Communities and other partners
- Continue lands showcase, volunteer and partner profiles.
- Continue focus on meaningful interactions and support marketing efforts to promote opportunities
- Explore adding Facebook groups for more regionalized approach.



# Recommendations/Resource needs:

- **Easy new investment**: Cameras/Video equip and training investment.
- **Easy new investment**: Our own dedicated budget for social marketing and public relations advertising.
- **A larger commitment**: Action/Decision on Communications Consultants based in regions -- there is value in cementing the connection between real world and virtual communities.

# Brought to you by. . .

## Official social mediators

- Jason Wettstein, Community Relations and Social Media Manager  
(360) 902-2254
- Rachel Blomker, Community Relations Specialist  
(360) 902-2236
- Becky Bennett, Enforcement Community Outreach Liaison  
(360) 902-2384
- And, ramping up, Staci Lehman from Spokane (509) 892-7853
- **Our people around the state:** fruitful relationships with every part of the agency and the external public . . .